Mandatory use of CAS

2585. SHRIMATI VIPLOVE THAKUR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to make it mandatory for the television viewers to use CAS;

(b) if so, the details thereof and the time-frame set up for implementation of the said scheme;

(c) whether Government have made any special arrangements for implementation of CAS in view of the failure of the scheme during the previous regime; and

(d) if so, details thereof and if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYA RANJAN DASMUNSI): (a) to (d) Yes, Sir. Conditional Access System (CAS) as been implemented in the notified areas of Delhi, Mumbai, Kolkata and Chennai. Government is in the process of evaluating the implementation of CAS in the 3 metros and Chennai metro area. TRAI has recommended the extension of CAS in the balance area of 3 metros on mandatory basis. TRAI has also forwarded a report of the Group formed of members from different segments of the broadcasting and cable sector to suggest options and roadmap for voluntary introduction of CAS and digitalization in cable television in the country on voluntary-cum-mandatory basis. The Group has recommended a voluntary-cum-mandatory approach to introduction of CAS in fifty five cities which include all the cities with a million plus population, some cities located in the proximity of the cities to the existing CAS cities and it has also included all the State capitals which could not come under any of the above criteria. Recommendations of the Group are being deliberated. The issues arising out of the implementation of CAS in the first phase and the strategies to be evolved for its smooth and successful implementation in the next phases of implementation have been discussed by Secretary, Ministry of Information and Broadcasting in a meeting on 08.4.2008 with the concerned State Government officials, TRAI, Nodal Officers and various stakeholders including consumers. The Government is favourably inclined to speed up the process of digitalization and introduction of addressability by extending the CAS notified areas. The Government also wants it to be done in a manner which adequately protects consumer interest and leads to his empowerment. The details of further extension are being finalised. No time limits could be given on such policy issues.

Norms for releasing advertisements to newspapers

†2586. SHRI LAXMINARAYAN SHARMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the rules and conditions prescribed by Government for giving advertisements to newspapers and magazines;

(b) the names of such newspapers and magazines who receive Government money for publishing advertisements, but, do not make payment to such journalists and writers whose writings are published in them; and

† Original notice of the question was received in Hindi .